

Message Text

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SUBJECT: US SOCIETY MAJOR PACKAGED PROGRAM: URBAN ENVIRONMENT

REF: USIA TOKYO'S PROGRAM DIGEST, \$126, SEPT 20, 1974.

SUMMARY: REQUEST THREE SPEAKERS FOR US SOCIETY MAJOR PACKAGED PROGRAM (MPP #3, FY-75) FOR 3-4 WEEKS MARCH 1975, ON US URBAN ENVIRONMENT. MAIN THEMES ARE INTERACTION PRIVATE CITIZEN ACTION GROUPS AND CITY PLANNING, AND LAND USE POLICY IN URBAN AREAS. THREE SPDKAERS INCLUDE ONE ACADEMICIAN, ONE CITY GOVERNMENT OFFICIAL, ONE REPRESENTATIVE CITIZEN ACTION GROUP. SCHEDULE INCLUDES PROGRAMS ALL SIX AMERICAN CENTERS, NATIONAL SEMINAR IN TOKYO, MEDIA INTERVIEWS, ETC. REQUEST VISUAL, PRINTED SUPPORT MATERIALS. URGE PANEL OF EXPERTS TO HELP CHOOSE BEST SPEAKERS SIMILAR TO ONE CONVOKED FOR SUCCESSFUL RAVITCH-DOWNS PROGRAMS SAME SUBJECT LAST YEAR.

1. POST SUBMITS INITIAL REQUEST FOR SPEAKERS AND SUPPORT MATERIALS FOR FY '75 MAJOR PACKAGED PROGRAM NO. III, "THE AMERICAN URBAN ENVIRONMENT: THE PEOPLE AND THE ISSUES." PURPOSE AND BACKGROUND OF THIS PROGRAM
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EXPLAINED IN POLICY PAPER AND PRELIMINARY PROGRAM DESIGN

IN PROGRAM DIGEST \$126, SEPT 20, 1974.

2. TIMING 3-4 WEEKS IN MARCH 1975, IDEALLY MARCH 3-22 OR MARCH 8-29. FIRM DATES DEPEND ON SPEAKER AVAILABILITY BUT PREFER EARLY MARCH AS LATE MARCH EARLY APRIL IS ANNUAL SPRING LABOR SLOW DOWN OR FULL STRIKES MAKING IN-COUNTRY TRANSPORTATION VERY VERY DIFFICULT.

3. POST REALIZES EXPERTISE THIS SUBJECT IS LIMITED AND SUGGESTS CU AND AGENCY CONSULT WITH APPROPRIATE EXPERTS AND OUTSIDE PARTIES PRIOR TO MAKING CONTACT WITH SPEAKER CANDIDATES. WE RECOMMEND CU ONCE AGAIN USE PANEL OF EXPERTS TO ADVISE ON BEST CANDIDATES AS WAS SO ABLY DONE TO IDENTIFY ANTHONY DOWNS AND RICHARD RAVITCH FOR SIMILAR PROGRAM LAST YEAR. NAMES BELOW ARE MODELS OR EXAMPLES, RATHER THAN FINAL LIST OF SPARKERS. WE CONFESS MANY NAMES, IDEAS CAME FROM TOKYO CONSULTATION WITH HARVEY PERLOFF WHO WAS IN JAPAN THIS YEAR.

4. OVERALL PURPOSE OF PROGRAM TO CONTINUE IN-DEPTH DISCUSSION ON URBAN AMERICA SO EFFECTIVELY INITIATED WITH RAVITCH-DOWNS PROGRAMS LAST YEAR. THIS TIME PLAN TO EXPLORE INTER-ACTION OF PRIVATE CITIZEN AND CITY PLANNING OR MUNICIPAL DECISION-MAKING. MAJOR FOCUS IS CITIZEN ACTION GROUP AND SUB-THEME IS LAND-USE POLICY IN URBAN AREAS. BOTH ARE TOPICS WITH MUCH POSITIVE ACTION, DEMONSTRATING EFFECTIVE COOPERATION BETWEEN PRIVATE AND GOVERNMENTAL INSTITUTIONS ON THE MUNICIPAL LEVEL.

5. NEED THREE SPEAKERS: ONE ACADEMIC, ONE CITY GOVERNMENT OFFICIAL, ONE REPRESENTATIVE CITIZEN ACTION GROUP.

A. ACADEMIC: ROBERT WEAVER, HUNTER COLLEGE, AND MELVIN WEBBER OR WILLIAM WHEATON, UNIV OF CALIF AT BERKELEY, ALL GOOD MODELS. HIS ROLE VERY IMPORTANT IN GIVING OVERVIEW OF WHAT IS LATEST SITUATION IN AMERICAN URBAN AREA. HE PROVIDES AUTHORITATIVE SCHOLARLY BACKGROUND IN FRONT OF WHICH OTHER TWO

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SPEAKERS MAY DISCUSS ISSUES MORE IN DETAIL. BECAUSE RAVITCH DOWNS MORE FAMILIAR WITH EAST COAST, JOHN ZUCCOTTI EMPHASIZED NEW YORK CITY SCENE, PREFER TO HAVE ACADEMICIAN (AND OTHER SPEAKERS) WELL VERSED IN WEST COAST URBAN AREA THIS YEAR, ALTHO IF NONE AVAILABLE, WE PERFECTLY HAPPY TO GO WITH EXPERTS FROM OTHER AREAS. ALSO PREFER ACADEMIC WITH EXPERIENCE AS GOVERNMENTAL ADVISOR (AGAIN WEAVER

GOOD MODEL FOR THIS) EITHER ON NATIONAL, STATE-WIDE, OR MUNICIPAL LEVEL. OBVIOUSLY ACADEMIC WELL INFORMED WITH CITIZEN ACTION GROUPS AND LAND-USE POLICY MORE APPROPRIATE FOR OVERALL PROGRAM BUT THIS TOO NOT ABSOLUTELY UNNEGOTIABLE.

B. CITY GOVERNMENT OFFICIAL: A MUNICIPAL OFFICIAL, EITHER ELECTED OR APPOINTED, INTIMATELY INVOLVED WITH URBAN PLANNING AND DEVELOPMENT, FROM A COMMUNITY WHERE THE PRIVATE CITIZEN IS INCLUDED IN DECISION MAKING PROCESS IS IDEAL FIGURE. MAYOR PETER WILSON OF SAN DIEGO VERY ATTRACTIVE BUT HE MAY NOT BE ABLE TO STAY IN JAPAN LONG ENOUGH. (IF HE FREE TEN DAYS TO TWO WEEKS, THAT IS GOOD ENOUGH, PROVIDED OTHER TWO SPEAKERS AVAILABLE FOR ENTIRE THREE WEEK PERIOD.) THOMAS ROBERTS, EXECUTIVE-DIRECTOR OF ATLANTA CITY PLANNING COMMISSION, ANOTHER MODEL. HARVEY PERLOFF RECOMMENDED AMERICAN SOCIETY OF PLANNING OFFICIALS (ISRAEL STALLMAN, DIRECTOR) AS GOOD CONTACT FOR GETTING OTHER NAMES. IF AN ELECTED MAYOR OR BUSY CITY PLANNING COMMISSION CHIEF CHOSEN, SUGGEST AN ALTERNATE CANDIDATE FROM SAME OFFICE OR CITY BE ON STAND-BY TO AVOID PROBLEM OF LAST YEAR WHEN ZUCCOTTI PULLED OUT AT LAST MINUTE AND ONLY CAME FOR 3-4 DAYS.

C. CITIZENS' ACTION GROUP REPRESENTATIVE: TWO TYPES PREFERRED. ONE IS OFFICER OR MEMBER OF GROUP, OTHER IS LAWYER OR PROFESSIONAL CLOSELY ASSOCIATED WITH GROUP. GROUP SHOULD BE ONE EXPERIENCED IN COOPERATIVE EFFORTS WITH MUNICIPAL GOVERNMENTS. AGAIN, WEST COAST ORGANIZATION UNCLASSIFIED

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PREFERRED BUT NOT ESSENTIAL. SIERRA CLUB, CONSERVATION FOUNDATION (WILLIAM RILEY, DIRECTOR) ARE NATION-WIDE POSSIBILITIES; CALIFORNIA TOMORROW GROUP OR CRY CALIFORNIA ARE STATE-WIDE; LESS WELL KNOWN BUT POSSIBLY MORE ACTIVE LOCAL MUNICIPAL GROUPS FROM SAN DIEGO, LOS ANGELES, SAN FRANCISCO, AND OTHERS LIKELY TOO. GROUP OFFICER COULD DESCRIBE NITTY-GRITTY OF ACTIVITIES; GIVE "WAR STORIES"; RECITE PROBLEMS, SUCCESSES, FUTURE PLANS. PREFER ORGANIZATION WITH SOLID RECORD OF POSITIVE ACCOMPLISHMENTS AND CONSTRUCTIVE COOPERATION WITH MUNICIPAL GOVERNMENT. IF REPRESENTATIVE NOT A MEMBER OF GROUP, LAWYERS LIKE JOHN MCCARTHY IN LOS ANGELES, RIVARD BABCOCK AND FRED BUSSELLMAN IN CHICAGO WHO WORK WITH ACTION

GROUPS VERY SUITABLE TOO. CITIZEN ACTION GROUPS
CAN BE INVOLVED IN MANY FIELDS BUT HOPE ONE
WORKING IN AREA LAND-USE POLICY, AMONG OTHER
FIELDS, IS REPRESENTED.
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6. AGAIN EMPHASIZE THAT NAMES ABOVE NOT FINAL.
HOPE PANEL OF EXPERTS CAN AMPLIFY AND ADD TO
ABOVE LIST.

7. SPEAKERS SHOULD BE IN JAPAN FOR THREE WEEKS, BUT
CAN MANAGE PROGRAM IF ONE ESPECIALLY ATTRACTIVE SPEAKER
AVAILABLE, BT NOT FOR ENTIRE PERIOD. DEFINITELY
NEED OTHER TWO FOR FULL 3 WEEKS THEN. WE FLEXIBLE ON
TIME IN COUNTRY BUT NEED ALL THREE IN-COUNTRY AT SAME
TIME ONLY FOR NATIONAL SEMINAR TO BE HELD IN TOKYO.

8. BECAUSE OF CALIBER OF SPEAKERS DESIRED THIS PROGRAM,
AUTHORIZE PAYMENT 100 DOL DAILY HONORARIA IN ADDITION
CU HONORARIA.

9. ANY DISCUSSION URBAN AFFAIRS LENDS ITSELF WELL TO
AUDIO-VISUAL TREATMENT. IF SPEAKERS HAVE SLIDES, FILM,
VTRS, HOPE THEY ARE ENCOURAGED TO INFORM POST AND BRING
WITH THEM FOR PROGRAMS.

10. OVERALL PROGRAM SCHEDULE INCLUDES TWO-DAY NATIONAL SEMINAR INTOKYO, CENTER PROGRAMS LASTING TWO DAYS SPONSORED BY AMERICAN CENTERS IN SAPPORO, TOKYO, OSAKA, KYOTO, NAGOYA, AND FUKUOKA. STRONG CHANCE OF UNCLASSIFIED

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HEAVY MEDIA ATTENTION REQUIRING INTERVIEWS, TV APPEARANCES. WORKING DINNERS AND LUNCHEONS FREQUENT TOO. MOST AMERICAN CENTER PROGRAMS INFORMAL ON-THE-RECORD LECTURE-DISCUSSION MEETINGS LASTING 2-3 HOURS, OCCASIONAL SEMINAR OR SYMPOSIUM TAKING LONGER TIME LIKELY TOO. EMPHASIS IN MOST PROGRAMS ON DISCUSSION AND Q&A, NOT LECTURE, SO ALL SPEAKERS NEED PREPARE ONLY 20 MINUTE INITIAL PRESENTATIONS.

1. REQUEST AGENCY UNDERTAKE SEARCH FOR RELEVANT VISUAL AND PRINTED SUPPORT MATERIALS: SLIDES, FILM, MAGAZINE ARTICLES, BOOKS ETC. WILL REQUEST VTR WITH SPEAKERS WHEN FINAL SPEAKER SELECTION DECIDED.

12. AUDIENCE FOR MOST PROGRAMS MOSTLY ACADEMIC, MEDIA, ARCHITECTS, GOVERNMENT FIGURES INTERESTED IN URBAN AFFAIRS, AMERICAN STUDIES. ALSO INCLUDE HIGH LEVEL RESEARCH ORGANIZATION REPRESENTATIVES AND FREE-LANCE CRITICS OF URBAN AFFAIRS.

13. NO PLANS FOR ELECTRONIC DIALOGUE THIS PROGRAM.

14. CU AND AGENCY ALREADY RECEIVED PROGRAM DIGEST OUTLINING INITIAL PLANS THIS PROGRAM. CENTER DIRECTORS' INPUT SLIGHTLY KMGED PLANS. THUS PLEASE NOTE ORIGINAL IDEA OF FOUR SPEAKERS NOW REDUCED TO THREE. OTHERWISE REST OF PD STATEMENT STILL VALID.

15. HOPE THIS INFO ENOUGH TO BEGIN CHOOSING BEST SPEAKER CANDIDATES. IF ANY QUESTIONS PLEASE LET POST KNOW AND WE WILL RESPOND IMMEDIATELY.

16. WELCOME SUGGESTIONS ON ANY OF THE ABOVE POINTS.

17. LOOK FORWARD TO REGULAR REPORTS ON STATUS OF SPEAKER SEARCH EITHER BY JAPAN DESK OFFICER LETTERS OR CABLE. SPEAKER SELECTION DEADLINE DEC 23. HOPE TO HEAR FIRST WORD ON SITUATION ONE MONTH FROM NOW.

18. FYI GARDNER PROGRAMS EXCITING, PROVOCATIVE, RIGHT ON TARGET. A SMASHING SUCCESS. KUDOS TO ALL AT CU UNCLASSIFIED

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AND AGENCY WHO HELPED PUT IT TOGETHER.
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